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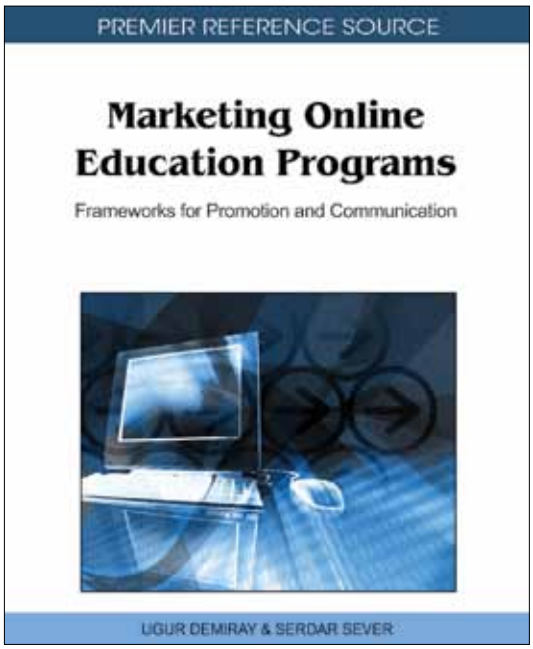
Released: May 2011

Marketing Online Education Programs: Frameworks for Promotion and Communication



ISBN: 9781609600747; © 2011; 462 pp.
Print: US $180.00 | Perpetual: US $255.00 | Print + Perpetual: US $360.00

Ugur Demiray (Anadolu University, Turkey) and
Serdar Sever (Anadolu University, Turkey)

Enormous developments in the IT field and the ease in access to online resources have led to major advancements in online education. The marketing of this education is a controversial issue and the opinions on the significance of the educational institution as a product, and the students as the customers, remains arguable.

Marketing Online Education Programs: Frameworks for Promotion and Communication provides relevant theoretical frameworks and the latest empirical research findings in this field. Teachers are adopting new technologies in their instructional strategies, be it for course design, development or delivery. The field of distance and online education is experiencing continuing growth. Marketing for distance and online learning environments faces a number of challenges in the form of delivering what these environments are promising, how to find the right information, regular updating of the courses and not to forget the effective user interaction with the course developers and peers. This book provides an integrated marketing communications perspective to communication and promotion issues of online programs.

Topics Covered:

- Building corporate identity for educational institutions
- Cultural and regional issues in educational product development
- Defining the role of online education in today's world
- Individualization of open educational services
- Integrated marketing communications
- Measuring the impact of educational promotions
- New customers and new demands
- Open and Distance education
- Reputation issues in online education
- Sustainable communication before, during and after enrollment

Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners and is ideal for classroom use.

Ugur Demiray holds an Undergraduate (B.A.) in the are a media Studies at Anadolu University, Faculty of Communication Sciences, Department of Cinema and Television, Eskisehir-Turkey, December 1977- June 198, and a also Doctorate (Ph.D.) degree at Anadolu University, Social Sciences Graduate Institution, Department of Educational Communication Eskisehir-Turkey, September 1982- May 1986. He is currently working for the Anadolu University. His researches are dealt with distance education application of Anadolu University, Ministry of Education and by other universities in Turkey. He is interested about changing of ethical behaviors around the world by inserting technological developments to the educational field especially to the Distance education applications for the last 3 years. His interest also lies towards the profile of DE students and relationship of graduates, and job market. He has an extensive experience publishing e-journal on distance education internationally under the patronage Anadolu University for 9 years, named, "TOJDE-Turkish Online Journal for Distance Education". The Turkish Online Journal of Distance Education (TOJDE) is a peer-reviewed quarterly e-journal. International in scope, this scholarly e-journal publishes refereed articles focusing on the issues and challenges of providing theory, research, and information services to global learners in any kind of distance education or open learning applications. TOJDE particularly strives to meet the continuing education needs of practitioners and educators by providing a forum for the discussion of extended learning strategies, policies and practices, and trends in information technology as they impact the delivery of student support services for distance learners and faculties.

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